



# 810-420<sup>Q&As</sup>

Understanding Cisco Business Value Analysis Fundamentals

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#### QUESTION 1

What is a "to be" Business Model Canvas used for?

- A. Documenting and identifying gaps between current and required capabilities
- B. Documenting initial business needs analysis
- C. Structuring meetings with key stakeholders
- D. Identifying smart solutions to meet your customer's business needs

Correct Answer: A

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#### QUESTION 2

Which tool should you use to establish personal credibility?

- A. A business value statement
- B. An ecosystem
- C. A Business Model Canvas
- D. A Strategic Question Asking Framework

Correct Answer: A

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#### QUESTION 3

Which option represents a customer pain point?

- A. Salesperson attrition is higher than competitors
- B. The customer's top accounts plan higher budgets next year
- C. A competitor to Cisco has a strong relationship with the CEO
- D. The company has upcoming contract negotiations with a labor union

Correct Answer: A

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#### QUESTION 4

How should a team use findings from discovery meetings?

- A. Identify and develop a point of view on a customer's needs
- B. As input for a report on the skill level of IT staff



- C. To inform the CIO about concerns his staff has with new overtime policies
- D. To establish sales goals for the account team

Correct Answer: A

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#### QUESTION 5

What does a plan for meeting with the CxO allow you to do?

- A. Help the customer realize that they have business needs that can be addressed
- B. Provide solutions to business needs
- C. Find out about key vertical trends
- D. Find out how macroeconomic forces are shaping the customer's business

Correct Answer: A

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